



Ashley Yoon

Graphic Designer

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Education

Lehigh University **Aug 2022 – May 2026**
Bachelor of Arts in Design (Concentration in Graphic Design), Minors: Marketing & Mass Communications, 3.7 GPA

DIS Copenhagen (Danish Institute for Study Abroad) **Jan 2025 – May 2025**
Spring 2025 semester abroad in Copenhagen, Denmark with main focus on graphic design and digital marketing

Experience

Lehigh University College of Arts & Sciences, Marketing Communications Intern **Jan 2026 – Present**

- Designed event posters supporting the evolving visual identity of the College of Arts & Sciences, ensuring alignment with updated brand guidelines
- Developed scalable marketing templates adopted for campus events, improving efficiency and visual consistency across departments

Lehigh West, Graphic Designer **Aug 2025 – Present**

- Designed social-first graphics and storytelling content supporting a campus-wide rebrand, maintaining visual consistency across digital platforms
- Collaborated with marketing and creative teams to iterate on campaign assets based on stakeholder feedback, improving clarity and engagement

LiveLink Entertainment, Graphic Design Intern **Jul 2025 – Aug 2025**

- Translated existing brand assets into a structured visual identity system, defining typography, color usage, layout hierarchy, and design applications
- Designed social media templates, printed banners, and campaign assets used across digital and event marketing

Neuro Gum, Graphic Design Intern **Sep 2024 – Dec 2024**

- Designed digital marketing assets including social media graphics, promotional materials, and product pages supporting campaign launches
- Created visually appealing marketing and sales collateral to support product launches and brand visibility, ranging from social media posts to website product detail pages

Ilico Genetics, Social Media / Marketing Intern **Jul 2024 – Aug 2024**

- Produced 2–3 weekly social media posts featuring original graphics for Instagram, LinkedIn, and Facebook, increasing brand visibility and engagement
- Developed trend-driven visual content for Instagram, LinkedIn, and Facebook to strengthen brand presence and audience engagement

Skills

Design Software: Adobe Creative Suite (Adobe Illustrator, Adobe InDesign, Adobe AfterEffects, Adobe Photoshop, Adobe Firefly), Canva, Procreate (Illustration and Animation), Figma

Productivity & Collaboration: Google Workspace, Microsoft Office, Slack, Trello, Figma, Clickup

Design Skillset: Brand identity development, visual systems & guidelines, visual storytelling, creative direction, typography, layout design, packaging design, marketing collateral design, basic UX / UI design, wireframing, prototyping

Certifications

Social Media: Social Media Marketing (Hootsuite)

UX / UI: Build Wireframes and Low-Fidelity Prototypes (Coursera), Start the UX Process: Empathize, Define, and Ideate (Coursera), Foundations of User Experience (UX) Design (Coursera)